

## CLAIMS

What is claimed is:

1. A system for displaying promotions on a viewing device coupled with a network device, comprising:
  - 5 a display which is viewable by a viewer using the viewing device; and a selector which is triggerable, wherein upon being triggered the selector causes a promotion to be shown on the display.
  2. The system of claim 1, wherein the promotion is stored locally on the network device.
- 10 3. The system of claim 1, wherein the promotion is stored in a network stream.
4. The system of claim 3, wherein the promotion is viewed in a dedicated channel.
5. The system of claim 3, wherein the promotion is viewed in a virtual channel.
6. The system of claim 1, wherein the promotion is located using a local moniker.
7. The system of claim 1, wherein the display is an electronic program guide.
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8. The system of claim 7, wherein the electron program guide is a full-screen guide.
9. The system of claim 7, wherein the electronic program guide is a partial-screen guide.

10. The system of claim 7, wherein the promotion appears in the electronic program guide.
11. The system of claim 1, wherein the promotion is displayed as a banner.
12. The system of claim 1, wherein the promotion is displayed as a hot spot.
- 5 13. The system of claim 1, wherein the promotion is displayed as a full motion stream.
14. The system of claim 13, wherein the promotion is displayed on a personal video recorder.
15. The system of claim 1, wherein the promotion is selectable to facilitate interactions between the viewer and the promotion.
- 10 16. The system of claim 1, wherein the promotion is displayed over the entire viewable area of the display.
17. The system of claim 1, wherein the promotion is displayed over a portion of the viewable area of the display.
- 15 18. The system of claim 1, wherein multiple promotions are displayed, each promotion being independently selectable to facilitate interactions between the viewer and the selected promotion.
19. The system of claim 18, wherein the promotions are displayed over the entire viewable area of the display.

20. The system of claim 18, wherein the promotions are displayed over a portion of the viewable area of the display.
21. The system of claim 1, wherein the selector is triggered by the interaction of the viewer with the network device.
- 5 22. The system of claim 21, wherein when the viewer accepts the promotion, the channel to which the network device is tuned to changes.
23. The system of claim 1, wherein the selector is triggered by a program the viewer is watching.
- 10 24. The system of claim 1, wherein the selector is triggered by a program schedule.
25. The system of claim 1, wherein the selector is triggered by past promotion acceptance of the viewer.
26. The system of claim 1, wherein the selector is triggered by a location that the promotion appears within the display.
- 15 27. The system of claim 1, wherein the promotions are selected based on a viewership profile of the network device.
28. The system of claim 1, wherein the promotions are selected based on the demographics of the viewer.
29. The system of claim 1, wherein a channel to which the network device is tuned triggers the selector.

30. The system of claim 29, wherein the trigger is embedded in a broadcast stream.
  31. The system of claim 30, wherein the trigger is embedded in a line 21.
  32. The system of claim 30, wherein the trigger is embedded in a ATVEF stream.
  33. The system of claim 30, wherein the trigger is embedded in a VBI stream.
- 5    34. The system of claim 29, wherein the trigger is embedded in an MPEG stream.
35. A method for displaying targeted promotions on a viewing device associated with a network device, comprising the steps of:
    - selecting promotions to show on the viewing device; and
    - displaying the promotions on the viewing device while a viewer is using the network device.
- 10    36. The method of claim 35, further comprising the step of storing the promotion locally on the network device.
37. The method of claim 35, wherein the promotion is stored in a network stream.
  38. The method of claim 35, wherein the step of displaying includes displaying the promotion in a dedicated channel.
- 15    39. The method of claim 35, wherein the step of displaying includes displaying the promotion in a virtual channel.
40. The method of claim 35, wherein the promotion is identified as a local moniker.

41. The method of claim 35, wherein the step of displaying includes displaying the promotion in an electronic program guide.
  42. The method of claim 41, wherein the step of displaying includes displaying the promotion in a full screen electronic program guide.
- 5 43. The method of claim 41, wherein the step of displaying includes displaying in a partial screen electronic program guide.
44. The method of claim 35, wherein the step of displaying includes displaying the promotion as a banner.
  45. The method of claim 35, wherein the step of displaying includes displaying the promotion as a hot spot.
  - 10 46. The method of claim 35, wherein the step of displaying includes displaying the promotion as a full motion stream.
  47. The method of claim 46, wherein the step of displaying includes displaying the promotion in a personal video recorder.
- 15 48. The method of claim 35, wherein the step of displaying enables the viewer to interact with the promotion.
49. The method of claim 35, wherein the step of displaying includes displaying the promotion over an entire viewable area of the display.
  50. The method of claim 35, wherein the step of displaying includes displaying the promotion over a portion of the viewable area of the display.

51. The method of claim 35, wherein the step of displaying includes displaying multiple promotions so that the viewer is able to interact with each promotion.
  52. The method of claim 51, wherein the step of displaying includes displaying the promotions over the entire viewable area of the display.
- 5 53. The method of claim 51, wherein the step of displaying includes displaying the promotions over a portion of the viewable area of the display.
54. The method of claim 35, wherein the step of selecting is based on the interaction of a viewer with the network device.
55. The method of claim 54, further comprising the step of changing away from a channel the network device is tuned when the viewer accepts the promotion.
- 10 56. The method of claim 35, wherein the step of selecting is based on a program the viewer is watching.
57. The method of claim 35, wherein the step of selecting is based on a program schedule.
- 15 58. The method of claim 35, wherein the step of selecting is based on past promotion acceptance of a viewer.
59. The method of claim 35, wherein the step of selecting is triggered by a location that the promotion appears within the display.
- 20 60. The method of claim 35, wherein the step of selecting is based on a viewership profile of the network device.

61. The method of claim 35, wherein the step of selecting is based on the demographics of the viewer.
  62. The method of claim 35, wherein the step of selecting is triggered by a channel to which the network device is tuned.
- 5    63. The method of claim 62, wherein a trigger is embedded in a broadcast stream.
64. The method of claim 63, wherein the trigger is embedded in a line 21.
  65. The method of claim 63, wherein a trigger is embedded in a ATVEF stream.
  66. The method of claim 63, wherein a trigger is embedded in a VBI stream.
  67. The method of claim 62, wherein a trigger is embedded in an MPEG stream.